

Statistics

Population (2003)

Vermont:	203,503	metro	(0.08% of total U.S. metro)
	<u>415,604</u>	non-metro	(0.8% of total U.S. non-metro)
	619,107	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Vermont:	68,398 jobs	(17.3% of total Vermont employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Vermont:	6,571	(0.3% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Vermont:	189 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Vermont:	\$68 million
United States:	433 million

Rank among all States in market value of agricultural products sold (2002): #43

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Dairy products	340,868	1.7
Cattle and calves	45,674	0.1
Greenhouse/nursery	19,050	0.1
Maple products	15,246	38.5
Hay	14,448	0.3

Value of Agricultural Products Sold Directly to Consumers (2002)

Vermont: \$9.6 million
United States: \$812.2 million

Farmers Markets (2004)

Vermont: 44
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Vermont: \$8.1 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Vermont: 30,659 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Vermont: 1
Total: 96

Marketing Products and Services

Specific to Vermont

Burlington Public Market

In cooperation with the Vermont Department of Agriculture and the Center for Rural Studies, AMS helped develop structural and architectural designs, and a business plan, for a proposed year-round waterfront public market in Burlington.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$57,000 was awarded to the Vermont Agency of Agriculture, Food and Markets, in cooperation with the Vermont Meat & Poultry Processors Association, Inc. and the Departments of Agriculture and Extension Service personnel of the New England States, to complete a comprehensive market analysis for specialty meats produced in New England, and provide technical training to the region's producers and meat processors to further develop the market for high-value meat products.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.